

ECONOMIC DEVELOPMENT, IOWA DEPARTMENT OF[261]

Notice of Intended Action

Twenty-five interested persons, a governmental subdivision, an agency or association of 25 or more persons may demand an oral presentation hereon as provided in Iowa Code section 17A.4(1)“b.”

Notice is also given to the public that the Administrative Rules Review Committee may, on its own motion or on written request by any individual or group, review this proposed action under section 17A.8(6) at a regular or special meeting where the public or interested persons may be heard.

Pursuant to the authority of Iowa Code sections 15.104 and 15.106, the Iowa Department of Economic Development (Department) gives Notice of Intended Action to amend Chapter 72, “Iowa Export Trade Assistance Program,” Iowa Administrative Code.

The current rules define “trade mission” as an event led by the Iowa Department of Economic Development, U.S. Department of Commerce, or U.S. Department of Agriculture. Further, the rule requires an eligible applicant to have at least one full-time employee or sales representative attend the trade show or participate in the trade mission and provide proof of deposit.

The proposed amendments adjust the definition of “trade mission” to include a Department or a designated representative and delete “U.S. Department of Commerce, or the U.S. Department of Agriculture.” Further, the amendments adjust the eligibility requirements to allow an eligible applicant to submit an executed payment agreement for a trade show or payment of the trade mission participation fee and to require an eligible applicant to be in compliance with past ETAP contractual agreements.

Public comments concerning the proposed amendments will be accepted until 4:30 p.m. on June 22, 2010. Interested persons may submit written comments to Lisa Mason, Iowa Department of Economic Development, 200 East Grand Avenue, Des Moines, Iowa 50309; telephone (515)725-3139; or E-mail lisa.mason@iowa.gov.

A public hearing will be held Tuesday, June 22, 2010, from 2 to 3 p.m. in the Iowa Tourism Room, First Floor, Iowa Department of Economic Development, 200 East Grand Avenue, Des Moines, Iowa 50309.

These amendments are intended to implement 1999 Iowa Acts, chapter 197, section 1, subsection 4. The following amendments are proposed.

ITEM 1. Amend rule **261—72.2(78GA,ch197)**, definition of “Trade mission,” as follows:

“*Trade mission*” means a mission event led by the Iowa department of economic development, U.S. Department of Commerce, or the U.S. Department of Agriculture or designated representative. Qualified trade missions must include each of the following:

- Advanced operational and logistical planning.
- Advanced scheduling of individualized appointments with prequalified prospects interested in participants’ product or service being offered.

- Background information on individual prospects prior to appointments.

Trade missions may also include:

- In-depth briefings on market requirements and business practices for targeted country.
- Interpreter services.
- Development of a trade mission directory prior to the event containing individual company data regarding the Iowa company and the products being offered.
- Technical seminars delivered by the mission participants.

ITEM 2. Amend rule **261—72.3(78GA,ch197)** as follows:

261—72.3(78GA,ch197) Eligible applicants. The export trade assistance program is available to Iowa firms either producing or adding value to products, or both, or providing services in the state of Iowa. To be eligible to receive trade assistance, applicants must meet all four of the following criteria:

1. and 2. No change.

3. Have at least one full-time employee or sales representative attend the trade show or participate in the trade mission, ~~and~~
4. Provide proof of deposit ~~or payment of the trade show~~ or executed payment agreement for a trade show, or payment of the trade mission participation fee, and
5. Be considered by IDED as compliant with past ETAP contractual agreements.